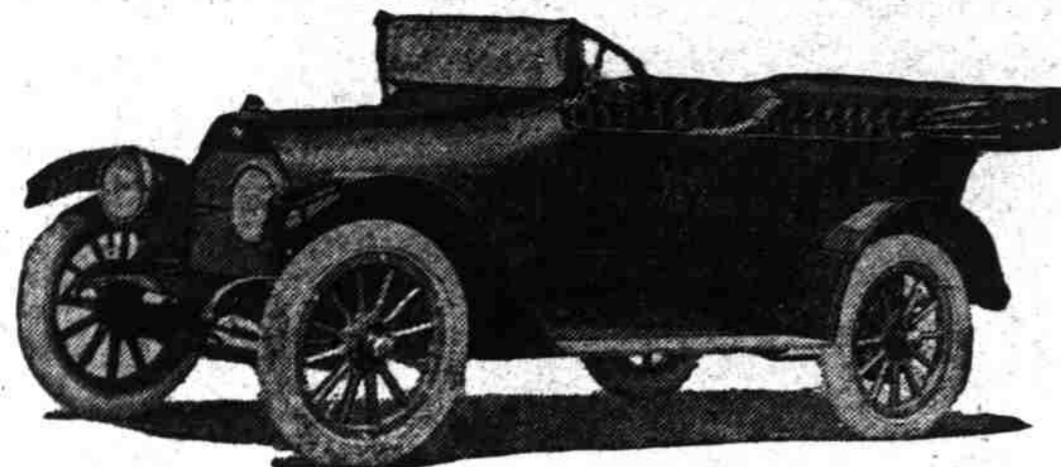


The Oregon Journal's Circulation and Trade

The Grand Prize—A Reo the Fifth



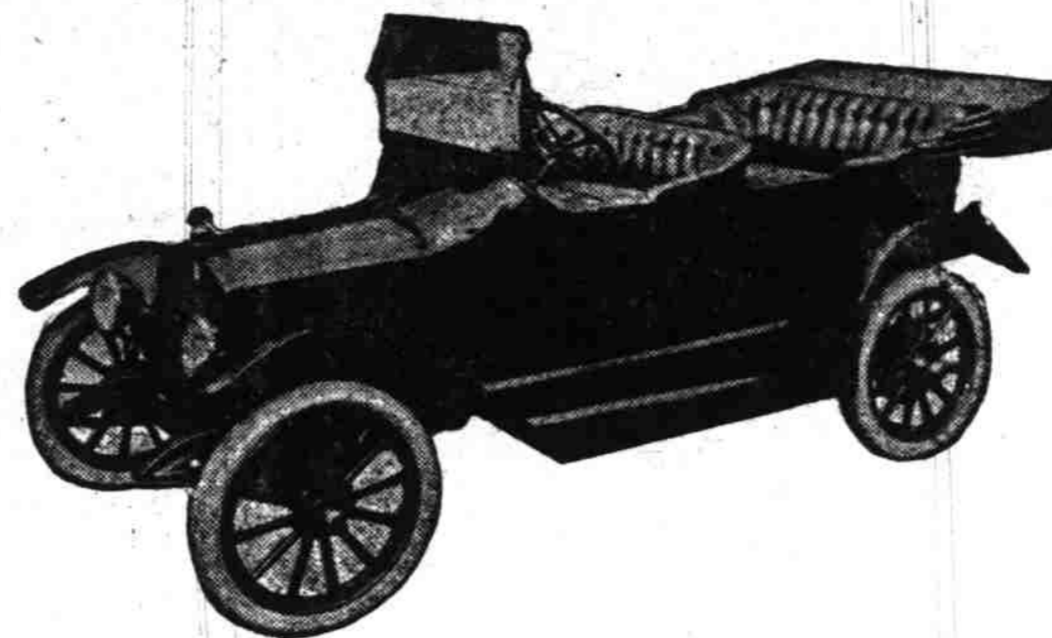
Reo the Fifth

Five-Passenger Touring Car
Regular Price \$1280 F. O. B., Portland

Electric Starter, Electric Lights, Mohair Top with full Side Curtains, Mohair Slip Cover, Clear-Vision Ventilating Windshield, Speedometer, Electric Horn, Robe and Foot Rails, Extra Rim and Improved Tire Bracket, Pump, Jack, Complete Tool and Tire Outfit.

NOW ON DISPLAY AT
THE NORTHWEST AUTO CO.
BROADWAY AT COUCH STREET

Second Grand Prize—A Maxwell "25"



Electric Starter and Lights

Left-hand drive, center control; crown fenders; oval radiator; stream line body; adjustable front seat; Sims high-tension magneto; three-quarter elliptic rear springs; tire brackets on rear; spring tension fan; clear vision wind shield; gasoline tank located under dash cowl; instrument board carrying speedometer, carburetor adjuster and gasoline gauge.

This Car Retail in Portland at \$850

Over \$500

will be awarded by The Oregon Journal to the this circulation and trade campaign, which starts

Any person, excepting employees of The Journal, by filling out the entrance coupon appearing in this issue and sending it with the Contest Department of The Journal.

The retail merchants mentioned below will, over, a sales slip or coupon having a voting value charge account with the merchant, the voting value of these coupons or sales slips must be presented seven days from the date of issue to be credited.

The labels or trademarks of the articles mentioned below will have a certain voting value. See the list of prizes on page 23d.

Paid-in-advance subscriptions to The Daily Oregonian (September 23d), for one month or more, will be counted as one vote.

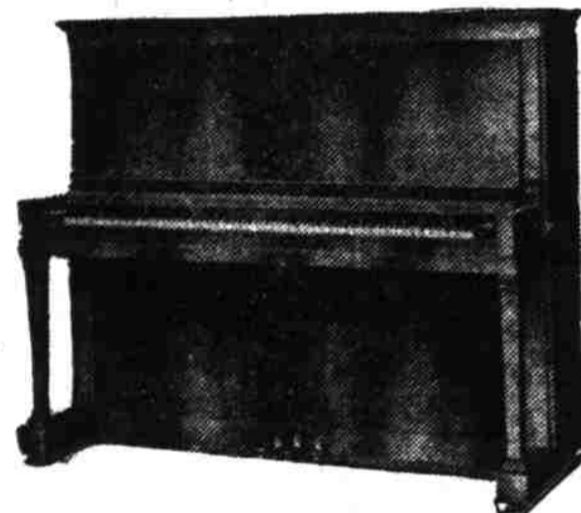
Enter your name or that of your favorite retailer on a blank appearing in lower right-hand corner of this issue.

List of Prizes and

The Grand Prize Consists of a Five-Passenger Reo Touring Car, 1915 model, fully equipped, the regular retail price of which is \$1280, will be awarded to the person having the largest number of votes of all the districts. This automobile now on exhibition at the Northwest Auto Company, Broadway and Couch street.

NOTE—Winners of the Grand Prize

First Prize—District No. 1 A Haines Bros. Piano



A PIANO OF MERIT

MODEL TWELVE—Height, 4 feet 5 inches; Depth, 2 feet 2 1/2 inches; Width, 5 feet. Made in Mahogany, Cross-grained Walnut and Quartered oak. Polished or Art Finish.

On display at
GRAVES MUSIC COMPANY
151 Fourth Street

First Prize—District No. 2 A Kurtzman Piano

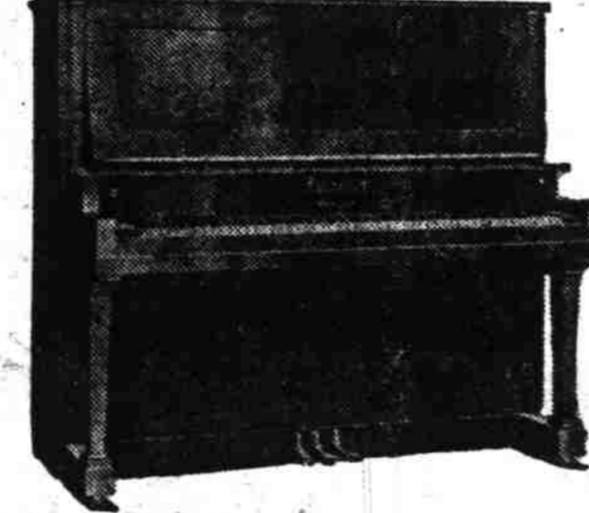


STYLE S DESCRIPTION

Case—Hardwood, double veneered throughout; handsomely figured veneers, in mahogany, oak and walnut.

On Display at
SHERMAN, CLAY & CO.'S
Sixth and Morrison Sts.

First Prize—District No. 3 A LUDWIG PIANO



Description—Case, double veneered, in either mahogany, walnut or quartered oak; patent dust music-desk; patent pedal soft-stop attachment; three pedals; patent noiseless pedal action; ivory keys.

On Display at
WILEY B. ALLEN'S
Broadway and Morrison

First Prize—District No. 4 A Bush & Lane PIANO



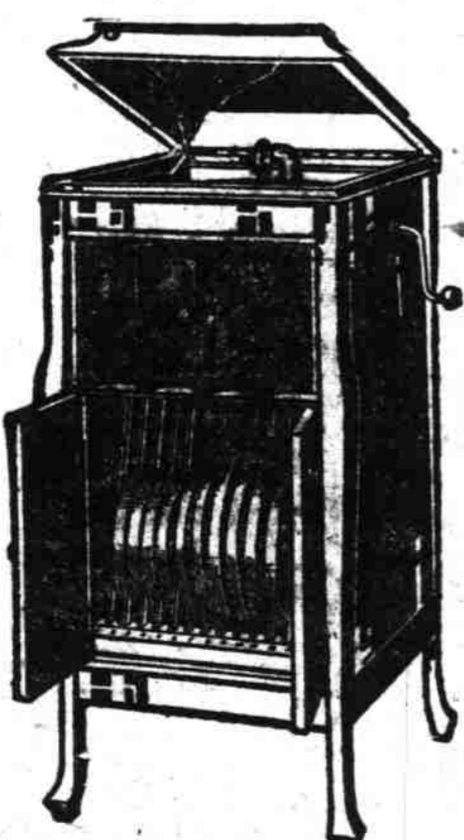
A High-Grade Instrument

On display at
BUSH & LANE PIANO CO.
433-435 Washington St.

Fourth Prizes—Districts No. 1 and No. 2

A \$75 Columbia Grafonola

—an upright and fully cabined instrument of strikingly handsome appearance, and in design and style adhering to the upright type, which has come to be regarded by many as the standard style of high-grade "talking machines."



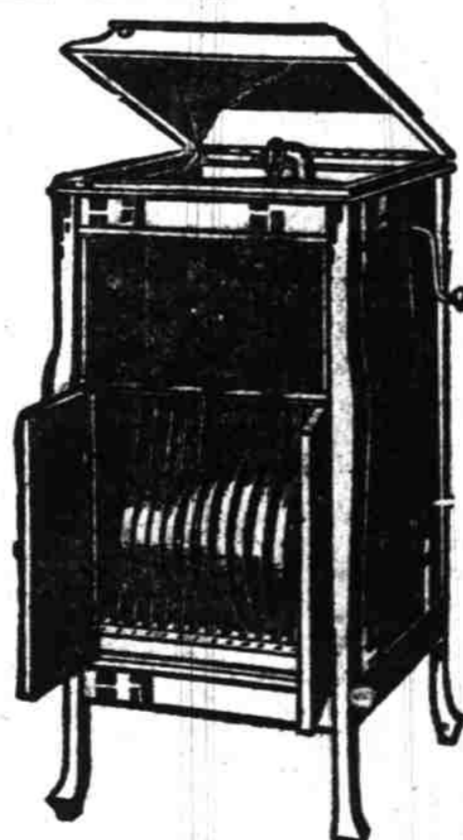
Cabinet: Mahogany or quartered golden oak, fumed oak, Early English oak, or satin walnut.
Measurements: 41 1/2 inches high, 18 inches wide and 21 inches deep.
Metal Finish: All exposed metal parts heavily nickel plated.
Motor: Three-spring drive, non-vibrant, non-vibrant. Plays four records at one winding. Motor is mounted on metal motor plate.
Motor-control: Speed regulator and Columbia speedometer.
Needle Equipment: 100 full tone, 100 medium and 100 soft tone needles. Top of cabinet contains four sunken needle cups for three grades of needles and used needles.
Tone-control: Columbia tone-control leaves; also by variety of needles.
Tone-arm: New bayonet-joint tone-arm of one-piece seamless drawn tapered tubing.
Reproducer: New Columbia No. 6. Lid: Piano hinged and equipped with hinge lock release.
Record Capacity: Record racks to hold 75 records. Record albums can be substituted if desired at slight additional expense.

On exhibition at Columbia Graphophone Co.
429 Washington Street

Fourth Prizes—Districts No. 3 and 4

A \$75 Columbia Grafonola

—an upright and fully cabined instrument of strikingly handsome appearance, and in design and style adhering to the upright type, which has come to be regarded by many as the standard style of high-grade "talking machines."



Cabinet: Mahogany or quartered golden oak, fumed oak, Early English oak, or satin walnut.
Measurements: 41 1/2 inches high, 18 inches wide and 21 inches deep.
Metal Finish: All exposed metal parts heavily nickel plated.
Motor: Three-spring drive, non-vibrant, non-vibrant. Plays four records at one winding. Motor is mounted on metal motor plate.
Motor-control: Speed regulator and Columbia speedometer.
Needle Equipment: 100 full tone, 100 medium and 100 soft tone needles. Top of cabinet contains four sunken needle cups for three grades of needles and used needles.
Tone-control: Columbia tone-control leaves; also by variety of needles.
Tone-arm: New bayonet-joint tone-arm of one-piece seamless drawn tapered tubing.
Reproducer: New Columbia No. 6. Lid: Piano hinged and equipped with hinge lock release.
Record Capacity: Record racks to hold 75 records. Record albums can be substituted if desired at slight additional expense.

On Exhibition at Graves Music Company
151 Fourth Street

Fifth Prizes—Districts No. 1, 2, 3, 4

A Columbia Grafonola The New "Regal"—Regular Price \$50

There is a plain dignity to its design which makes it a handsome embellishment to any room, and the range of four different woods in which it is supplied makes it possible to secure an instrument that will harmonize with almost any general scheme of furnishing. The uninterrupted, insulated tone-chamber is a big factor in assuring the true quality of tone which has made the Grafonola famous.



Cabinet: Mahogany or quartered golden oak.
Measurements: 41 inches high to top of lid, 16 1/2 inches wide, 17 1/2 inches deep.
Metal Finish: All exposed metal parts heavily nickel plated.
Motor: Two-spring drive, non-vibrant, non-vibrant. Plays three records on one winding.
Motor-control: Columbia speed regulator.
Needle Equipment: 100 full tone, 100 medium and 100 soft tone needles. Top of cabinet contains four sunken needle cups for three grades of needles and used needles.
Tone-control: Columbia tone-control leaves, operated by a button at the side; also by variety of needles.
Tone-arm: New bayonet-joint tone-arm of one-piece seamless drawn tapered tubing.
Reproducer: New Columbia No. 6.

On Exhibition at The Columbia Graphophone Co., 429-431 Wash.

Sixth Prizes—Districts No. 1, 2, 3, 4

A Columbia Grafonola The New "Eclipse"—Regular Price \$25

In all its construction, and in its tone quality, the "Eclipse" is a Columbia, and one that we place first in this catalog partly because of its price and partly because we are proud of it.



Cabinet: Mahogany or quartered golden oak.
Measurements: 15 1/2 inches wide by 15 1/2 inches deep.
Metal Finish: All exposed metal parts heavy nickel plated.
Motor: Two-spring drive, non-vibrant, non-vibrant. Plays three records on one winding. Motor is mounted on new metal motor plate.
Needle Equipment: 100 full tone needles and sunken needle cups.
Tone-control: Columbia tone-control leaves, operated by a button in the front plaster; also by variety of needles.
Tone-arm: New bayonet-joint tone-arm of one-piece seamless drawn tapered tubing.
Reproducer: New Columbia No. 6.

On exhibition at the Columbia Graphophone Co., 429-431 Washington St.

Several Trips to the Panama-Pacific Exposition With All Expenses and Fares

- | District No. 1 | District No. 2 |
|--|---|
| <p>Consists of all territory west of the Willamette river and within the city limits of Portland.</p> <p>District Prizes</p> <p>1ST PRIZE—A Haynes Bros. Piano, high grade. This piano is now on display at Graves' Music Store, 151 Fourth St.</p> <p>2D PRIZE—A trip for two persons to the Panama-Pacific Exposition, either by rail or boat, with meals en route, one week at a first-class San Francisco hotel, and \$50.00 spending money.</p> <p>3D PRIZE—A trip for one person to the Panama-Pacific Exposition, either by rail or boat, with meals en route, one week at a first-class San Francisco hotel, and \$25.00 spending money.</p> <p>4TH PRIZE—A \$75.00 Columbia Grafonola.</p> <p>5TH PRIZE—A \$50.00 Columbia Grafonola.</p> <p>6TH PRIZE—A \$25.00 Columbia Grafonola.</p> <p>Grafonolas on display at Columbia Graphophone Co., 429-431 Washington street, and Graves Music Co., 151 Fourth street.</p> | <p>Consists of all territory east of the Willamette river and north of Burnside street, and within the city limits of Portland.</p> <p>District Prizes</p> <p>1ST PRIZE—Kurtzman Piano, high grade. This piano is now on display at Sherman, Clay & Co., 6th and Morrison streets.</p> <p>2D PRIZE—A trip for two persons to the Panama-Pacific Exposition, either by rail or boat, with meals en route, one week at a first-class San Francisco hotel, and \$50.00 spending money.</p> <p>3D PRIZE—A trip for one person to the Panama-Pacific Exposition, either by rail or boat, with meals en route, one week at a first-class San Francisco hotel, and \$25.00 spending money.</p> <p>4TH PRIZE—A \$75.00 Columbia Grafonola.</p> <p>5TH PRIZE—A \$50.00 Columbia Grafonola.</p> <p>6TH PRIZE—A \$25.00 Columbia Grafonola.</p> <p>Grafonolas on Display at Columbia Graphophone Co., 429-431 Washington street, and Graves Music Co., 151 Fourth street.</p> |

Cash Slips From the Following Retailers Have a

- Ben Selling—Men's Clothing, Hats and Haberdashery—Women's Apparel, Fourth and Morrison Sts.
 - C. H. Baker—Men's, women's and children's Shoes, 380 Washington St., corner West Park.
 - C. H. Baker—Men's, women's and children's Shoes, 270 Washington St.
 - C. H. Baker—Men's, women's and children's Shoes, 270 Morrison St.
 - The J. K. Gill Co.—Stationery, Books, Office Supplies, Third and Alder.
 - The Juvenile—Children's Outfitters, Boys' Clothing, 143 Sixth St.
 - Ray Burkhardt—Men's Tailor—6th and Stark Sts.
 - Lennox—Gloves, Umbrellas, Hosiery, 309 Morrison St.
 - Jaeger Bros.—Jewelers and Opticians, 266 Morrison St.
 - Portland Emporium—Suits, Waists, Millinery, 124 Sixth St.
 - Jones Market—Meats, etc., 4th and Alder.
 - Oregon Hardware Co.—Hardware, Sporting Goods, Cutlery, 70-72 Third St., near Oak.
 - Nichols Hardware Co.—141 Killingsworth Ave., Woodlawn 547
 - Eriksen Hardware Co.—554 Williams Ave., C-1366, East 559
 - Henry C. Schroeder (Furniture)—244 Russell, C-1774, East 3542
 - Howard Hardware & Paint Co.—1927 East Glisan, Tabor 2977
 - Sunnyside Hardware Co.—983 Belmont, Tabor 2497
 - Bonham & Currier, General Merchants—103 Jersey St., St. Johns, Co.
 - Dillen Rogers—Jeweler and Optician, Killingsworth and Albina, Woodlawn 2863
 - Modern Shoe Repair Factory—Lents, Or. Tabor 4141
 - Sellwood Furniture Co.—Corner Tacoma and 13th, Phone Sell-4083
 - Isis Theatre, Motion Pictures—13th and Spokane.
- GROCERS**
- W. S. Cutler & Son—1009 Union Ave. N., C-1354, Woodlawn 1748
 - F. H. Rupert—421 Jefferson St., A-1796, Marshall 1645
 - J. Woolach & Son—19th and Broadway, C-2618, East 537
 - Simola & Davis—45th Ave. and 62d St., Tabor 645
 - Tremont Grocery—5907 72d St., Tabor 614
 - J. B. Neubauer—373 11th St., A-4232, Main 638
 - Burroughs & Gault—321 Third St., A-1441, Main 1441
 - G. W. Long—840 Corbett, A-3523, Main 1704
 - Carl Westrom—123 Williams Ave., C-1107, Woodlawn 1502
 - Geo. Hockenson—128 Russell St., East 5878
 - Peebler Grocery Co.—160 E. Broadway, 255 Holladay C-1352, E. 1602
 - D. Kellaher & Co.—133 1/2 Grand Ave., B-1694, East 418
 - M. J. Malley—Third and Ankeny, A-5822, Main 303